



WFFF
201 Humboldt St
Rochester, NY 14610-1093

Contract # 1445643

Schedule Dates 10/11/16-10/17/16
Advertiser Jones/NY State Assembly/Democrat/VT (83943)
Agency Mark Guma Communications (11059)
Product Political - Candidate Other (1066)
Brand JONES/NYSA-115/D (564959)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name GUMA, MARK
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JONES/NYSA-115/D
10/11/16-10/14/16 BILLY JONES FOR NYSA 115 - NAB & CHECK COPIES SENT VIA EMAIL

Date Entered 10/10/16
Last Modified 10/10/16
Entered By Elizabeth F. Guy
CO-OP No
Headline # ECR25327283
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$663.75
Net Total \$3,761.25
Sales Tax

Burlington (WFFF)
By Broadcast Month
Oct. 2016
Grand Total: 20 \$4,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/16-10/14/16	5	:30	10P- Local 44 News at 10:00pm	1		1	1	1	1			4	\$175.00	\$700.00	Burlington (WFFF)	NEWS	10/10/16
2.0	Normal Line / SPOT	10/11/16-10/11/16	5	:30	8P- Brooklyn 99 / New Girl	1		X						1	\$400.00	\$400.00	Burlington (WFFF)	BROOKLYN 99	10/10/16
3.0	Normal Line / Prime	10/11/16-10/11/16	5	:30	8P- Brooklyn 99 / New Girl	1		X						1	\$400.00	\$400.00	Burlington (WFFF)	NEW GIRL	10/10/16
4.0	Normal Line / Prime	10/12/16-10/12/16	5	:30	8P- Lethal Weapon	1			X					1	\$550.00	\$550.00	Burlington (WFFF)	LETHAL WEAPON	10/10/16
5.0	Normal Line / Prime	10/13/16-10/13/16	5	:30	8P- Rosewood	1				X				1	\$400.00	\$400.00	Burlington (WFFF)	ROSEWOOD	10/10/16
6.0	Normal Line / Prime	10/13/16-10/13/16	5	:30	9P- The Exorcist	1				X				1	\$500.00	\$500.00	Burlington (WFFF)	EXORCIST	10/10/16
7.0	Normal Line / Prime	10/14/16-10/14/16	5	:30	9P- Screen Queens	1					X			1	\$400.00	\$400.00	Burlington (WFFF)	SCREEN QUEENS	10/10/16
8.0	Normal Line / SPOT	10/11/16-10/14/16	5	:30	6P- Two and a Half Men	1		1	1	1	1			4	\$50.00	\$200.00	Burlington (WFFF)	2.5 MEN	10/10/16
9.0	Normal Line / SPOT	10/11/16-10/14/16	5	:30	6P- Two and a Half Men	1		1	1	1	1			4	\$50.00	\$200.00	Burlington (WFFF)	2.5 MEN	10/10/16
10.0	Normal Line / SPOT	10/17/16-10/17/16	5	:30	10P- Local 44 News at 10:00pm	1	X							1	\$175.00	\$175.00	Burlington (WFFF)		10/10/16

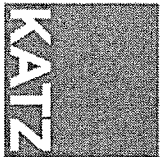
CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the performance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.

CONFIRMATION CONTRACT			
Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:
			Comments:

WFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the performance of all WFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25327283

CPE:

Agency: MARK GUMA
COMMUNICAT

MARK GUMA
COMMUNICATIONS
INC 211 WEST 107TH
ST #2E NEW YORK NY
10025

Changes as of: 10/10/2016 at 10:54 AM

Flight: 10/11/16 - 10/14/16

Advertiser: Jones NY SA 115

Product: JONES/NYSA-115/D

Version: Highlighting Revision 1

Station: WFFF

Market: Burlington-Plattsburgh

Office: WASHINGTON

Total \$: \$4,425.00

Total Spots: 20

Total CPP: \$327.78

Agency Order #:

Buyer: MARK GUMA

Salesperson: RACHELLE RAY -
Washington DC
202-872-5880

Primary Demo: Adults 35+

Con Type: POLITICAL/NOTE

Assistant: LAURA DAFARI
202-872-5880

Total GRP: 13.5

Traffic #: 1445643

Separation:

Comments: 10/11/16-10/14/16 BILLY JONES FOR NYSA 115 - NAB & CHECK COPIES SENT VIA EMAIL.

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11	10/11				
1	M-F 10p-11p		NEWS	\$175.00	0.1	30	5		5	\$875.00	\$1,750.00	0.5
2	Tu 8p-8:30p		BROOKLYN 99	\$400.00	1.1	30	1		1	\$400.00	\$363.64	1.1
3	Tu 8:30p-9p		NEW GIRL	\$400.00	1.1	30	1		1	\$400.00	\$363.64	1.1
4	W 8p-9p		LETHAL WEAPON	\$550.00	0.8	30	1		1	\$550.00	\$687.50	0.8
5	Th 8p-9p		ROSEWOOD	\$400.00	1.8	30	1		1	\$400.00	\$222.22	1.8
6	Th 9p-10p		PITCH	\$500.00	1.8	30	1		1	\$500.00	\$277.78	1.8
7	F 9p-10p		EXORCIST	\$500.00	3.4	30	1		1	\$500.00	\$147.06	3.4
8	Tu 9p-10p		SCREAM QUEENS	\$400.00	0.6	30	1		1	\$400.00	\$666.67	0.6
CAN 9	M-F 5p-5:30p		MODERN FAM	\$25.99	0.3	30	4		4	\$109.96	\$83.33	4.2
CAN 10	M-F 5:30p-6p		MODERN FAM	\$25.99	0.3	30	4		4	\$109.96	\$83.33	4.2
11	M-F 6p-6:30p		2.5 MEN	\$50.00	0.3	30	4		4	\$200.00	\$166.67	1.2
12	M-F 6:30p-7p		2.5 MEN	\$50.00	0.3	30	4		4	\$200.00	\$166.67	1.2
TOTALS: 20									20	\$4,425.00	\$327.78	13.5



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25327283	Changes as of: 10/10/2016 at 10:54 AM	Version: Highlighting Revision 1	Total \$: \$4,425.00
CPE:	Flight: 10/11/16 - 10/14/16	Station: WFFF	Total Spots: 20
Agency: MARK GUMA COMMUNICAT	Advertiser: Jones NY SA 115	Market: Burlington-Plattsburgh	Total CPP: \$327.78
MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025	Product: JONES/NYSA-115/D	Office: WASHINGTON	

Agency Order #: Buyer: MARK GUMA
Salesperson: RACHELLE RAY - Washington DC 202-872-5880
Primary Demo: Adults 35+
Con Type: POLITICAL/NOTE
Assistant: LAILA DAFTARI 202-872-5880
Total GRP: 13.5
Traffic #: 1445643
Separation:

Special Instructions	
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Date/Time	Added by	Comment
10/10/16 10:54 AM	RACHELLE RAY - Washington DC	10/11/16-10/14/16 BILLY JONES FOR NYSA 115 - NAB & CHECK COPIES SENT VIA EMAIL.
10/10/16 10:49 AM	Elizabeth Guy	Line 9 Modern Family w/o 10/11 out due to Rate is below Sect 5 Line 10 Modern Family w/o 10/11 out due to Rate is below Sect 5 Sect 5 \$50 Sect 4 \$40 Please advise Thanks!
10/10/16 7:11 AM	RACHELLE RAY - Washington DC	10/11/16-10/14/16 BILLY JONES FOR NYSA 115 - NAB & CHECK COPIES SENT VIA EMAIL.

Competitive Information
Market Budget: \$46,250
WFFF Share: 10%
Comment: Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$4,425.00	\$327.78	13.5
Total	100%	20	\$4,425.00	\$327.78	13.5

Monthly Summary		
Month	Spots	Dollars
2016-Oct	20	\$4,425.00
Total	20	\$4,425.00

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/10/16 10:54 AM	RACHELLE RAY - Washington DC	Confirmed		8	\$-200.00		Changes: Total Spots from 28 to 20. Calculated Dollars from \$4,625.00 to \$4,425.00, Total GRPs from 15.9 to 13.5. Total CPP from \$290.88 to \$327.78. Total \$ from \$4,625.00 to \$4,425.00. User Entered \$ from \$4,625.00 to \$4,425.00. 2 buylines added or modified.
Makegood 1	10/10/16 10:49 AM	Elizabeth Guy	Confirmed			\$0	\$0	
Queued for Electronic Contracting	10/10/16 8:32 AM					\$0	\$0	
New	10/10/16 7:11 AM	RACHELLE RAY - Washington DC	Confirmed	28		\$4,625.00	\$4,625.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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NAB Form PB-16 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WUPF Burlington, Vermont</u>	Date: <u>10-11-16</u>
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I, MARK GUMA

being/on behalf of: BILLY JONES, a legally

qualified candidate of the DEMOCRATIC political

party for the office of: STATE ASSEMBLY

in the GENERAL

election to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

FRIENDS OF BILLY JONES

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KAREN EDWARDS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9/30/16
Date

Mark [Signature]
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

Harvey Adelberg
Printed Name

P.O.S.
Title



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25327283	Changes as of: 10/10/2016 at 10:49 AM	Version: Current State Version 1
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Agency: MARK GUMA COMMUNICAT	Advertiser: Jones NY SA 115	Market: Burlington-Plattsburgh
MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025	Product: JONES/NYSA-115/D	Office: WASHINGTON
		Total \$: \$4,625.00
		Total Spots: 28
		Total CPP: \$290.88

Agency Order #:
Buyer: MARK GUMA
Salesperson: RACHELLE RAY - Washington DC 202-872-5880
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: LAILA DAFTARI 202-872-5880
Total GRP: 15.9
Traffic #: 1445643
Separation:

Comments: 10/11/16-10/14/16 BILLY JONES FOR NYSA 115 - NAB & CHECK COPIES SENT VIA EMAIL.

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Queued for Electronic Contracting	10/10/16 8:32 AM					\$0
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